



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|------------------------------|---|-------------------------|
| In re Patent Application of: | ) | Confirmation No. 4901   |
| Bret Alan GORSLINE et al.    | ) | Group Art Unit: 2178    |
| Application No. 10/727,264   | ) | Examiner: David Faber   |
| Filed: December 3, 2003      | ) |                         |
| For: METHODS AND SYSTEMS FOR | ) | Date: September 5, 2006 |
| PROGRAMMABLY GENERATING      | ) |                         |
| ELECTRONIC AGGREGATE         | ) |                         |
| CREATIVES FOR DISPLAY ON     | ) |                         |
| AN ELECTRONIC NETWORK        | ) |                         |

**AMENDMENT**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated May 3, 2006 and the Advisory Action dated August 10, 2006, please amend the above-identified application and consider Applicants' remarks as follows.

A Petition for a one month extension of time under 37 C.F.R. § 1.136(a) extending the period for response through September 5, 2006, accompanies this reply. Any fees required for extensions of time are hereby authorized to be charged to Deposit Account No. 19-2380.